

City of Fort Pierce Commission
Update for Q1 & Q2

May 19, 2025



Main Street Fort Pierce (MSFP): A Legacy of Revitalization and Community

- Established in 1988, Main Street Fort Pierce (MSFP) became a State-accredited Main Street Program and has thrived for 37 years.
- It is one of approximately 50 programs in Florida and over 2,000 across the United States. Guided by the principles of Main Street America—Economic Vitality, Design, Organization, and Promotion—MSFP has played a pivotal role in downtown revitalization.
- By collaborating with businesses, property owners, residents, governmental agencies, and community organizations, MSFP fosters pride and growth in Fort Pierce.



Our Mission

To preserve, promote and build on historic and natural treasures of our downtown waterfront community.



Key Milestones in MSFP History

- MSFP launched Friday Fest, the longest-running street festival on the Treasure Coast.
- Managed a \$350,000 project to open the Manatee Observation and Education Center, which welcomes at least 50,000 visitors annually.
- Partnered with the Treasure Coast Regional Planning Council on a transformative downtown charrette, leading to a new \$2.5 million state-of-the-art downtown library, streetscape improvements, and increased private investment.

Help create the Vision!

Fort Pierce Charrette

Share in the Excitement!

Sponsored by the Treasure Coast Regional Planning Council

7:00 pm, Friday, January 13th
In Centennial Hall at the First United Methodist Church, 616 Orange Ave.
During the Introductory Presentation, Planners will explain the Charrette process and how things will be done over the coming week. There will be a slide show illustrating successful and unsuccessful strategies from other cities. If you are interested in the future of Fort Pierce, please be sure to take the time to attend this extremely informative session.

1:00 pm to 5:00 pm, Saturday, January 14th
In Centennial Hall at the First United Methodist Church, 616 Orange Ave.
Workshops will be held throughout the day. Discussion will focus on solving existing problems and developing the community's vision for the future of downtown and the areas near downtown. Your participation in this process is extremely important. We want this vision to reflect a community consensus.

Sunday, January 15th through Friday, January 20th



Key Milestones in MSFP History

- Restored Old City Hall, a \$480,000 project funded through grants and community support.
- MSFP restored the historic Sunrise Theatre (built in 1923) and donated it to the city after a nine-year, \$13 million restoration project.
- Attracted 60 new businesses using a marketing study conducted with the City of Fort Pierce.



SECOND ST SOUTH FT. PIERCE FL

Key Milestones in MSFP History

- Restored the historic Platts Backus House (built in 1896), now MSFP's headquarters and a venue for art shows and events.
- Created the Fish Fence along Tickle Tummy Hill
- Led the Binney Crayon art project



Downtown Fort Pierce is the **#1 Destination for Visitors** to St. Lucie County

The top five locations visitors went in St. Lucie County:

1. Downtown Fort Pierce: 16.3%
2. Tradition Square: 8%
3. Clover Park: 7.1%
4. Fort Pierce City Marina: 6.1%
5. Lawnwood Baseball Fields: 5.6%



*provided courtesy of Visit St. Lucie for the period Jan 1, 2025, through March 31, 2025

Community Engagement & Ongoing Programs

Monthly Initiatives:

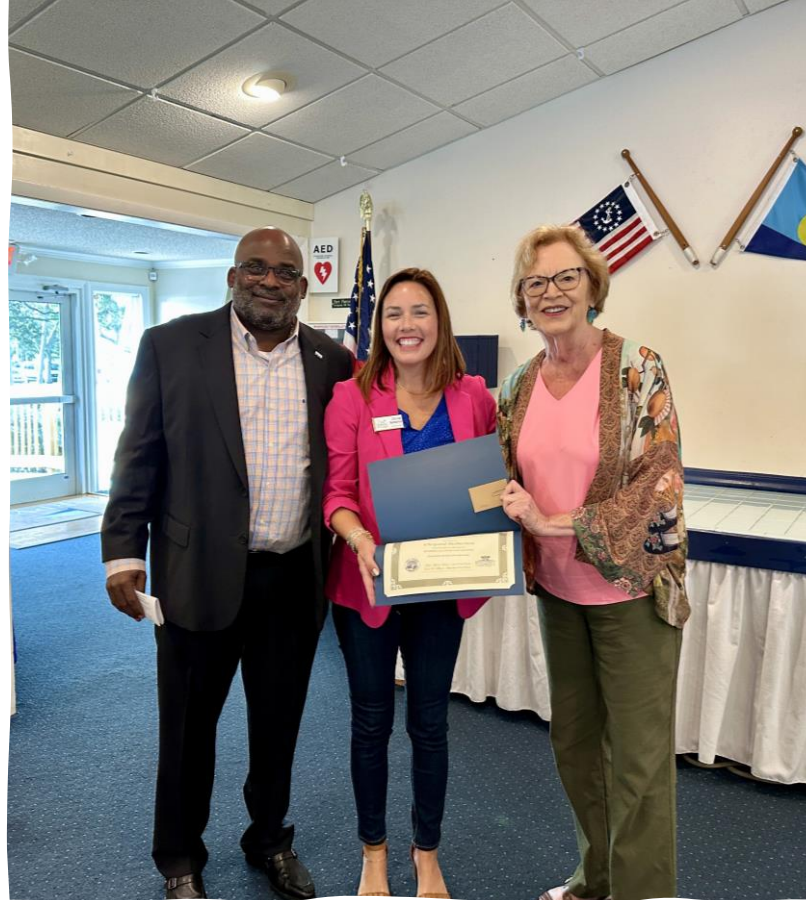
- Friday Fest (since 1988)
- Coffee with the Mayor (since 2001) fostering community dialogue and connections.
- Downtown Business Alliance Meetings





Friday Fest supports community & local business

- Held on the first Friday of every month
- Family-friendly fun with live music
- Launchpad for new small businesses
- Currently 30-50 vendors participate
- Multiple sponsors & partnerships support the event



Coffee with the Mayor

- Held at the Fort Pierce Yacht Club every month September to May
- Monthly in-person attendance ranges from approx. 80 to 100
- Broadcast on Facebook Live to expand access
- Open platform at end of meeting to share any positive local news or announcements



Community Engagement & Ongoing Events

Community Events:

- Ghosts of Fort Pierce Past Historic Walking Tours
- Art Shows and exhibits of local artists
- Shop Small Saturday partnered with downtown businesses
- Sights & Sounds on 2nd Festival & Parade
- Participate annually in St. Lucie County History Festival
- MSFP Annual Meeting & Celebration
- 4th of July "Stars Over St. Lucie" celebration

Fundraising Events:

- Golf Tournament
- MSFP Reverse Raffle





Ghosts of Fort Pierce Past Historic Walking Tours

- Held 2 nights a year each October
- 5 different tours in 2024
- Over 1,000 attendees
- More than 100 Volunteers, including descendants of historic figures
- Stories are well researched and historically accurate



37th Annual Sights & Sounds on Second Festival & Parade “Color Me Christmas” December 8, 2024

- Approximately 16,000 attendees
- Over 100 floats and vehicles with more than 2,000 participants
- Hundreds of volunteers
- Theme “Color Me Christmas” in honor of Edwin Binney, co-founder of Crayola Crayons
- In partnership with City of Fort Pierce, Fort Pierce Police Department, Fort Pierce Sunrise Kiwanis and Fort Pierce Utilities Authority



Annual Art Shows at Platts/Backus House

- **Local Landscapes:** Nov 7, 2024, featuring Diane Mesagno & Judi LeBlanc
- **Celebrating Florida:** Feb 13, 2025, featuring Anita Prentice, Jack Shelton, and Doretha Hair Truesdell

CELEBRATING FLORIDA



ANITA PRENTICE
MOSAICS

JACK SHELTON
WOOD



DORETHA HAIR
TRUESDELL
LANDSCAPES

Business Development

Future forward: living and working downtown to drive a thriving community

- MSPF began running a regular article in The Main Street Focus to highlight available commercial property in the Downtown District.
- MSFP maintains a list of vacant and occupied commercial properties
- MSFP participated as a pilot program in Main Street America's [BOOMS Tracker](#), which utilizes MSFP entered survey data in conjunction with Ersi data captured by the SLC Property Appraiser.



HISTORIC DOWNTOWN FORT PIERCE

"...the heart of the most exciting town on the Treasure Coast."

PHOTOS BY MARK KWANCIER

If you are looking to open or expand your business,
Downtown Fort Pierce is the place to be!

Fresh and exciting projects continue to make the Downtown area even more inviting and attractive to visitors. See listings for available office, retail, and restaurant space below.

211 Orange Avenue	Thomas Rouse/Caldwell Banker	772-201-5902
124 2nd St., Suite A, 201 S 2nd St., 101 N US Hwy 1, 415 Avenue A	Brian Stone	772-370-4777
111 Orange Avenue	Ryan Andrew	772-932-1444
208 Avenue A	K & K II	772-971-1934
131 N. 2nd St.	Christine Coke	772-252-4501
130 S. Indian River Dr.	Adam Karol/NAI Southeast	772-291-8856
210 N. 2nd St.	Ledarius Mack	786-529-8881
100 S 2nd St., #101, 200 N Hwy 1, 300 S 6th St.	Angel Barreca/Pierce Harbor Realty	772-801-0750
108 N Depot Dr.	Eric Reikens/SLC Commercial	561-339-1344



Support Downtown Business

- Publish stories on new businesses and downtown business sponsored events Oktoberfest, Trick or Treat on 2nd Street, and St. Patrick's Day Block Party in *Main Street Focus Magazine*
- Provide Small Business trainings through America's Small Business Development Center at IRSC (SBDC)
- Attract thousands of residents and visitors annually to downtown Fort Pierce for events, dining, entertainment, and shopping.



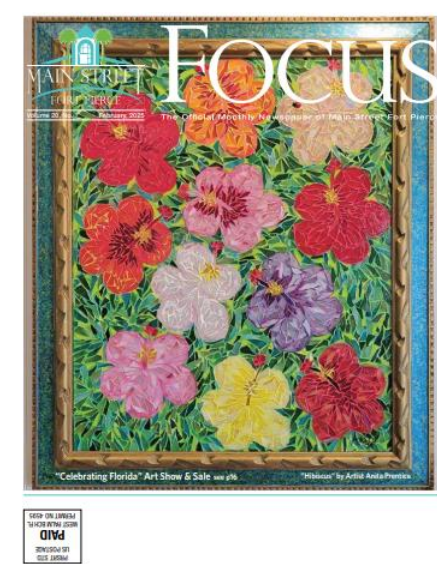
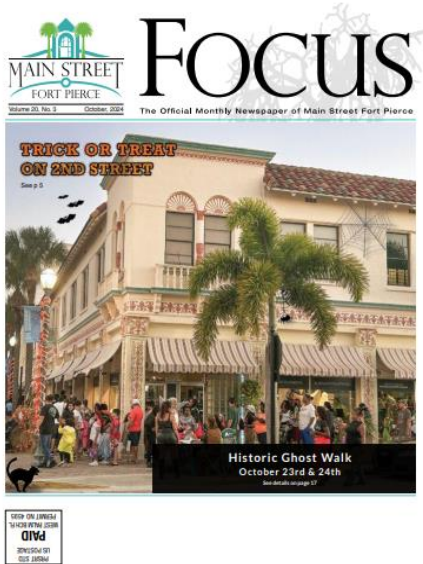
**MAKE A
BIG IMPACT
SHOP SMALL**
SMALL BUSINESS SATURDAY





Downtown Business Event Partnerships

- MSFP partners with Downtown businesses for **Shop Small Saturday**, one of the biggest retail shopping days of the year for Downtown Retailers
- In 2024, more than 230 participants completed and returned shopping “passport” for entire to win a Downtown shopping spree
- Partners with DBA to create “**Elfie**” **Stations** during 2024 holiday season
- Provide printing and distribution of marketing materials, including signage and maps for Trick or Treat on 2nd Street, Cocoa Crawl, Shop Small Saturday, and Elfie Stations, as well as shopping/dining guides.



Community Engagement & Ongoing Programs

The "**Main Street Focus**" newspaper has chronicled downtown revitalization efforts since 2005 and promoted businesses producing over 240 issues, each 32 pages, and engaging readers online and offline.

Annual circulation of the Focus is over **50,000**

Winners of the Golden Hammer Awards for Fall 2024

The Mayor's Gold Hammer Award is presented twice a year at Coffee with the Mayor. The award showcases the ongoing efforts of improvement projects within the City of Fort Pierce.

The Gold Hammer Award recognizes recipients who have added value to their neighborhoods by restoring, constructing or enhancing their properties in a way that contributes to the character of their surroundings.



- Women's Care Center (pictured below) at 500 S. 10th Street —
- Jetson TV & Appliance (pictured left) at 4045 S. US Hwy 1 —
- Liberty Truth & Deliverance Tabernacle of God at 1406 Avenue D —



New Art Installation in the Works!

A beautiful mural addition is going up along the scenic Indian River Drive in downtown Fort Pierce. The mural named "Moving Through Time", is being painted by Scott Coffey and is located in front of the Historic Beeson House. This stunning piece will showcase Fort Pierce's evolution, reflecting the city's rich history.

Scott is a Memphis-based artist and owner of The Coffey Shop studio. He is known for blending urban art with themes from nature. Using metal and spray paint, his bold and seasonal pieces explore the dynamic relationships between cityscapes and the environment.



Fort Pierce Redevelopment Agency Seeks Applicants for Community Redevelopment Agency Advisory Board

The Fort Pierce Redevelopment Agency (FPRA) is now accepting applications for the Community Redevelopment Agency Advisory Board. This advisory board plays a crucial role in studying, reviewing, and providing recommendations on redevelopment matters that align with the FPRA's goals and objectives. Additionally, it serves as an important bridge between the community within the Fort Pierce Redevelopment District boundaries and the FPRA Board.

Eligible applicants must reside or own a business within the FPRA

boundaries. The CRA Advisory Board meets on the first Wednesday of each month at 3:30 p.m. and provides valuable input to help guide redevelopment efforts in the area.

Applications must be submitted by March 8, 2025, to be considered. Interested individuals can complete an application and view a full list of board and committee members by visiting <https://cityoffortpierce.com/144/Boards-Committees>.



For more information or assistance, please contact the Office of the City Clerk at 772-467-8065.

Freebee Announces Launch of Free Ride Services 7 Days a Week

Freebee, the innovative on-demand transportation service, is pleased to announce the launch of its 7 days a week, free ride service within the coverage areas. Residents and visitors can now enjoy complimentary rides to key destinations simply by downloading the Freebee app and requesting their ride.

Freebee has revolutionized local transportation by providing efficiently, electric vehicles that shuttle passengers within designated areas marked on the app's map. These zones encompass popular areas, making it convenient for users to travel hand-free to restaurants, entertainment venues, shopping districts, and more.

How to Access Freebee: Download the Freebee mobile app, available for both iOS and Android platforms.

Request a Ride: Tap the "Request a Ride" button on the home screen of the Freebee app.

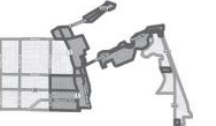
Set Pick-Up Location: Drop your pin exactly where you would like to be picked up.

Select Your Destination: Select your destination or find the perfect spot with an on-screen Freebee dial.

Confirm Your Ride Details: Confirm address and number of passengers. Confirm your ride.

Enjoy the Ride: Experience a free ride to your destination! Coverage Areas: Inner Zone encompasses the central area where Freebee rides can either start and/or end. Outer Zone refers to the area surrounding the inner area where Freebee rides can start through, ride over, or finish within the inner zone.

Accessibility Features: If you do not have a smartphone or would like to request additional accessibility accommodations, please call 855-918-3733. Age restriction: Freebee's services are exclusively available to individuals ages 18 and older.



City of Fort Pierce Commissioners Seek Applications for Historic Preservation Board

The City of Fort Pierce Commission is seeking residents to serve on the Historic Preservation Board. This important board, which meets on the fourth Monday of each month at 2:00 p.m., plays a key role in preserving the historical and architectural heritage of the City of Fort Pierce.

Applicants must reside within the city limits of Fort Pierce and should have experience or expertise in areas such as architecture, history, planning, law, or related fields tied to historic preservation. Board members are required to file an annual

financial disclosure with the Supervisor of Elections and the Florida Ethics Commission.

Residents passionate about contributing to the preservation of Fort Pierce's rich history are encouraged to apply. Application forms, along with additional information about City boards and committees, meeting schedules, and qualification requirements, can be found online at <https://cityoffortpierce.com/144/Boards-Committees>. The deadline for submitting applications is February 15, 2025.

FOCUS PERFORMANCE in Q1 & Q2

Q1: Oct, Nov, Dec 2024

13,000 issues printed and distributed

City announcements include:

- FPRA Western Peninsula Charrette
- Residential Rehabilitation Program
- FPRA Announces Freebee service expansion
- FPRA Paint Program
- Golden Hammer Awards

Q2: Jan, Feb, Mar 2025

10,600 issues printed and distributed

City announcements include:

- FPRA expanding the Freebee fleet
- Home Purchase Assistance Program
- Highwaymen Museum
- Arts & Culture Board openings
- CRA Advisory Board openings

City of Fort Pierce Launches Home Purchase Assistance Program

The City of Fort Pierce is excited to announce the launch of its Home Purchase Assistance Program, which aims to provide financial support to income-eligible individuals and families seeking to achieve the dream of homeownership. The program, administered by the Grants Administration Division, will begin accepting ap-

plications on Thursday, March 6, 2025, at 8:00 a.m. and continue through Friday, April 4, 2025, or until funds are fully allocated.

This initiative is supported by \$150,000 in State Housing Initiative Partnership (SHIP) funds for Fiscal Year 2024-2025, allocated to assist with down payment and closing costs

Volunteers

- Volunteer hours for Q1 are **1,038** hours. Per Florida Main Street multiplier value of 33.49, the total volunteer value to the community for this reporting period is **\$34,762.62**
- Volunteer hours for Q2 are **1,050** hours. Per Florida Main Street multiplier value of 31.61, the total volunteer value to the community for this reporting period is **\$33,190.50**



Ongoing Partnerships

MSFP partners with many local organizations, including:

Treasure Coast Regional Planning Council

Fort Pierce Yacht Club

Fort Pierce Sunrise Kiwanis

Downtown Business Association

St. Lucie Art Alliance

Fort Pierce Utilities Authority

Manatee Center

City of Fort Pierce

Fort Pierce Art Club

Fort Pierce Police Department

St. Lucie County Historical Society

Visit St. Lucie



With a dedicated team of an Executive Director, full-time staff, volunteers, and sponsors, Main Street Fort Pierce continues to enrich the community, preserve historic landmarks, and celebrate the spirit of Fort Pierce.

MSFP Partnerships in Q1 & Q2

- Levitt AMP Fort Pierce, a grant program facilitated by St. Lucie Cultural Alliance brought local bands and a large stage to Friday Fest for 6 months, concluding in November 2024.
- Executive Director was a committee member for the Western Peninsula Charette, a partnership between the City and Treasure Coast Regional Planning Council
- St. Lucie Historical Society Members partners on preserving and retelling stories of historical figures from our past, vital to Ghost Walk. Fort Pierce Yacht Club and First United Methodist Church both provide crucial support.
- Ongoing partnership with FPUA during October Friday Fest for Public Utilities Week, hosting interactive displays and community engagement opportunities. FPUA also provides site location and live-streaming of Fireworks on New Year's Eve.
- Fort Pierce Sunrise Kiwanis and FPPD serve as MSFP's primary partners in year-round planning efforts for Sights & Sounds on Second.



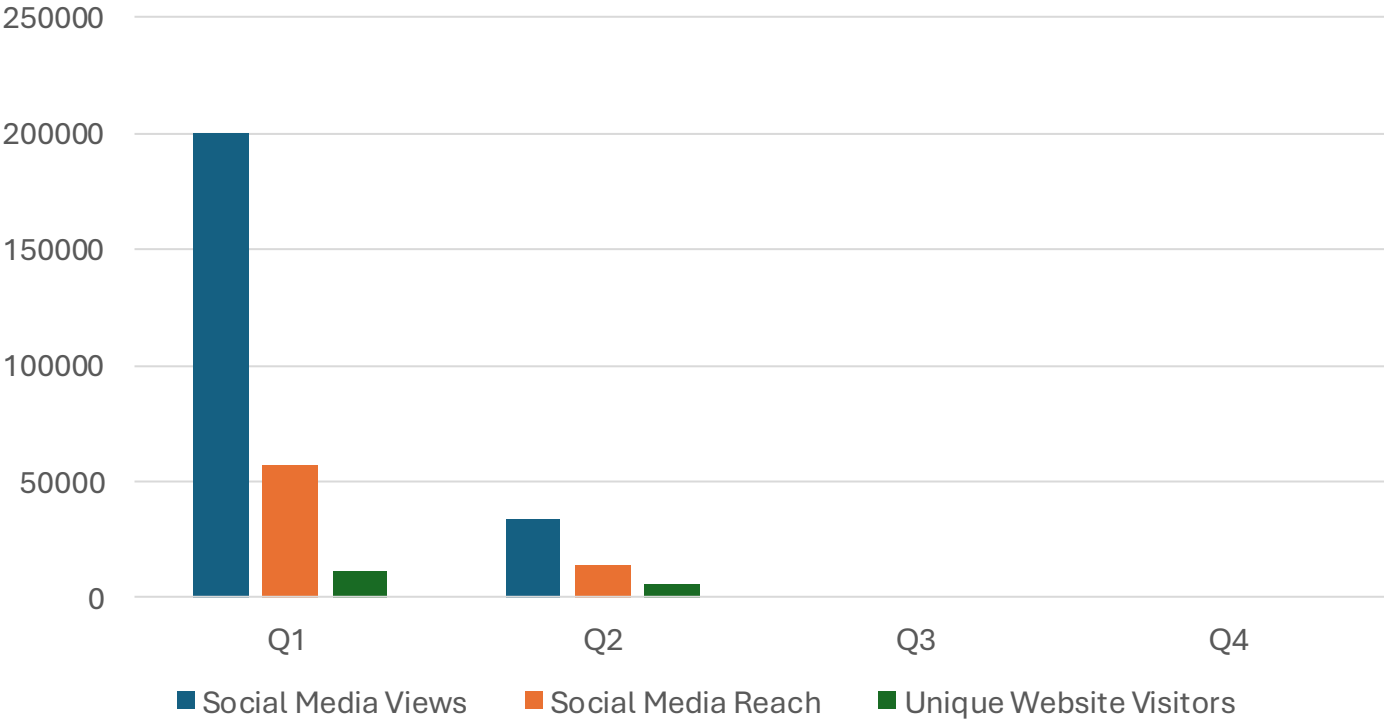
Fort Pierce Utilities Authority

October 2, 2024 · 🌐
Kicking-Off Public Utilities Week at the Main Street Fort Pierce
October 4th, 2024 from 5:30 pm to 8:30 pm at Marina Square.
Interactive displays and learn how your community is improving the utilities infrastructure. #PublicUtilitiesWeek



Social Media & MSFP Web Traffic

FY 24-25 Performance by Quarterly Period

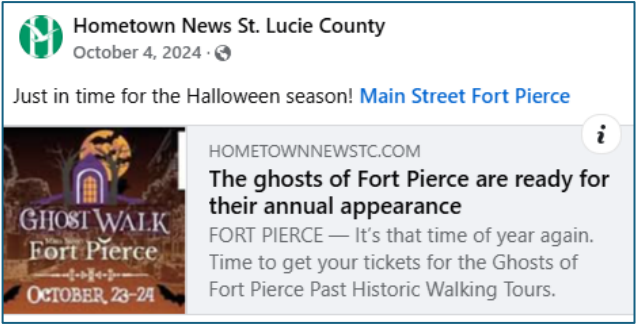
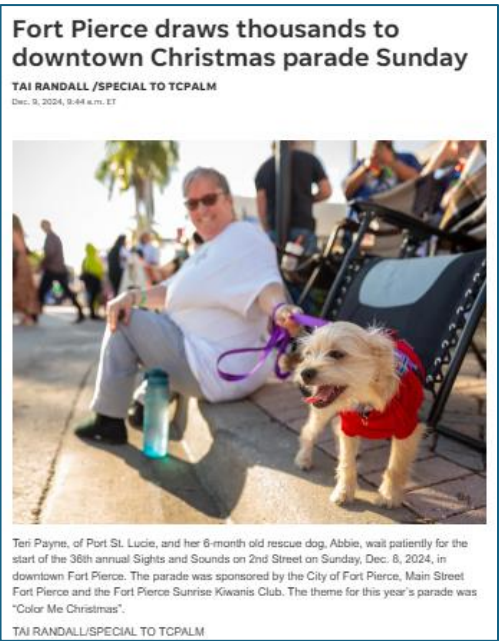


Website Calendar of Events
current through April 2026

Q1 unique visitors: 11,253

Q2 unique visitors: 6,073

Main Street Fort Pierce Press & Media Q1/Q2



Recognition & Accreditation

- MSFP was honored with the National Trust for Historic Preservation's **Great American Main Street Award** (GAMSA) in 2011. GAMSAs are awarded to only 3 programs nationally and the process is extremely competitive.
- In 2014, Downtown Fort Pierce was named one of the **"Most Idyllic and Historic Main Streets in the Nation"** by USA Today.
- Annually, MSFP receives **National Accreditation** from Main Street America and **State Accreditation** from Florida Main Street.



NATIONAL RECOGNITION

USA Today applauded Fort Pierce's downtown in its Aug. 11, 2014, edition in an article headlined, "Idyllic and historic main streets across the USA." Here is the entry that appeared in the newspaper:

Fort Pierce, a Treasure Coast "Old Florida" town, cooled by breezes off the Indian River, won the 2011 Best Main Street designation from the National Trust. Swaying palm trees line the sidewalks, and the atmosphere evokes the early 1900's when the city came into its own. Period Spanish architecture punctuates the downtown area, the star of which is the historic Sunrise Theatre. The Saturday Farmer's Market is a must.





2024-2025 MSFP Board Members & Staff

Executive Board, 2025-2026

Donna Sizemore, *President*

Richard Ziarkowski, *Vice President*

David Miller, *Treasurer*

Daniela Monterosso, *Secretary*

Board of Directors

Joanne Blandford

Dana McSweeney

Patti Craft

Kathy Perona

Jeremiah Johnson

Robert Ridle

Charlie Hayek

Staff

Doris Tillman, *Executive Director*

Michelle Cavalcanti, *Staff*